## A picture containing indoor, person, electronics, wall  Description automatically generatedA close up of a logo  Description automatically generated

# Program Tracking Sheet

Use this tracking sheet to mark elements that you have completed and note those that you still need to address. Additional worksheets are included for Stakeholder Identification, Vison-Goals-Objectives, and Information and Message Sharing. Edit these worksheets to coincide with your unique social media and emergency management integration (SMEM) program and available support resources.

|  |  |  |
| --- | --- | --- |
| **Checkmark** | **SMEM Program Element** | **Notes** |
| **Program Leadership – Champions** |
|  | Social Media (SM) |  |
|  | Emergency Management (EM) |  |
| **Understanding (Part 1: Steps 1 – 4)** |
|  | How well does each of the stakeholder groups understand the value of SMEM? Is the group supportive of the SMEM program? If not, identify objectives to obtain support. |
|  | Executives |  |
|  | First Responders |  |
|  | Airport Stakeholders |  |
|  | Whole Community Stakeholders |  |
| **Assessment (Part 2: Step 5)** Review the results and ask yourselves the following: |
|  | Are your programs sufficiently mature to be able to support SMEM? What areas need improvement? Are your SM management tools sufficient to support your SMEM program? |
|  | SM Program |  |
|  | EM Program |  |
|  | SMEM Integration |  |
|  | SM Tools |  |
| **Plan (Part 3: Steps 6 – 8)** |
|  | Have you identified all your stakeholders? Have you assessed the risks? Have the stakeholders provided points of contact for your program? Specifically, have you engaged the regional federal offices and established points of contact? |
|  | Stakeholders (See Worksheet) |  |
|  | Risks |  |
|  | Vision |  |
|  | Goals |  |
|  | Objectives |  |
|  | Integration Level |  |
|  | SM Management Needs |  |
| **Integrate (Part 4: Steps 9 – 11)** |
|  | Define Roles and Responsibilities |  |
|  | Identify Policies |  |
|  | Identify Needed Agreements |  |
|  | Legal Review |  |
|  | Define Success Measures |  |
|  | Establish SM Operating Framework (See Worksheet) |  |
|  | Information and Message Sharing |  |
|  | Messaging Standards/Procedures |  |
|  | Review and Update Existing Plans |  |
|  | Develop Policies and Agreements |  |
|  | Develop/Update Procedures |  |
|  | Training Schedule |  |
|  | Training and Exercise |  |

# Stakeholder Identification

Customize this worksheet based on your community, adding columns and modifying rows to match the profile that matches your social media and emergency management integration (SMEM) Program. (From Step 6 in the WebResource)

**Airport Community**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Airport Departments** | Department | Name | Title | Email | Phone |
| Public Safety |  |  |  |  |  |
| Operations |  |  |  |  |  |
| Maintenance |  |  |  |  |  |
| Public Affairs |  |  |  |  |  |
| IT |  |  |  |  |  |
| Facilities |  |  |  |  |  |
| Construction |  |  |  |  |  |
| HR |  |  |  |  |  |
| Risk |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Airport Stakeholders** | Department | Name | Title | Email | Phone | Website | SM Channels |
| Airlines/Air Carriers |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Cargo |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| FBO |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Tenants / Concessionaires |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Military |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

**Federal Partners (On-Airport, Regional, National)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Federal Partners** | Department | Name | Title | Email | Phone | Website | SM Channel |
| FAA – Local |  |  |  |  |  |  |  |
| FAA – Regional |  |  |  |  |  |  |  |
| TSA – Local |  |  |  |  |  |  |  |
| TSA – Regional |  |  |  |  |  |  |  |
| CBP |  |  |  |  |  |  |  |
| CBP – Regional |  |  |  |  |  |  |  |
| CDC – Local |  |  |  |  |  |  |  |
| CDC – National |  |  |  |  |  |  |  |
| USCG |  |  |  |  |  |  |  |
| NTSB |  |  |  |  |  |  |  |

**Whole Community**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Mutual Aid** | Department | Name | Title | Email | Phone | Website | SM Channel |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Hospitals** | Department | Name | Title | Email | Phone | Website | SM Channel |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **NGOs** | Department | Name | Title | Email | Phone | Website | SM Channel |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Local Businesses** | Department | Name | Title | Email | Phone | Website | SM Channel |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

# Vision, Goals, and Objectives Worksheet

This worksheet is provided to catalog your vision, goals, and objectives. When developing goals and objectives remember to make sure they are SMART (<https://en.wikipedia.org/wiki/SMART_criteria>).

**Vision Statement:**

* **Why** are you adopting social media (SM) as a part of your emergency management program?
* How will you **measure the results/success**?
* How will you show an acceptable return on investment? (From Step 9)?
* “**Who”** do you need to coordinate with to implement your SM plan?

**Goals and Objectives**

Identify the first goals and objectives for your program or the improvement of your program. Include lower-level objectives to provide targets along the way that are measurable.

Goal 1

Objective 1a

Objective 1b

Goal 2

Objective 2a

Objective 2b

# Information and Message Sharing Worksheet

This worksheet is designed to help you build your social media (SM) operating framework based on the SM management functions that your SMEM program is integrating (as described in Step 10 of the WebResource). Complete only those areas that your program resources are able to support.



**Listening**

|  |  |
| --- | --- |
|  | List the channels, profiles, and hashtags you will monitor |
| Major SM channels | (to which channels will you listen) |
| Airport Operator’s Site(s) |  |
| Air Transport/Cargo |  |
| News Outlets |  |
| Forums |  |
| Local Community |  |
| Airlines |  |
| Tenants |  |
| Federal Agencies – On Airport |  |
| Federal Agencies – Regional |  |
| Municipalities |  |
| Mutual Aid Partners |  |



**Engagement**

|  |  |
| --- | --- |
|  | Identify your time to first response and the topics/trends you will engage on |
| Major SM Channels | (on which channels will you engage) |
| Airport Passengers/Customers |  |
| Airport Operator’s Site(s) |  |
| Air Transport/Cargo |  |
| News Outlets |  |
| Forums |  |
| Local Community |  |
| Airlines |  |
| Tenants |  |
| Federal Agencies – On Airport |  |
| Federal Agencies – Regional |  |
| Municipalities |  |
| Mutual Aid Partners |  |



**Publishing**

Identify your method for publishing/sharing information for each group listed below.

|  |  |  |
| --- | --- | --- |
|  | Public and/or Private | Method (channel, message board, etc.) |
| Airport Passengers/Customers |  |  |
| Airport Operator’s Site(s) |  |  |
| Air Transport |  |  |
| News Outlets |  |  |
| Forums |  |  |
| Local Community |  |  |
| Airlines |  |  |
| Tenants |  |  |
| Federal Agencies – On Airport |  |  |
| Federal Agencies – Regional |  |  |
| Municipalities |  |  |
| Mutual Aid Partners |  |  |



**Reporting**

List the key indicators you will be reporting and sharing during an incident and in post-incident analysis.

|  |  |  |
| --- | --- | --- |
|  | Key Indicators (trending terms, traffic volume, performance, etc.) | Share with whom? |
| Airport Passengers/Customers |  |  |
| Airport Operator’s Site(s) |  |  |
| Air Transport |  |  |
| News Outlets |  |  |
| Forums |  |  |
| Local Community |  |  |
| Airlines |  |  |
| Tenants |  |  |
| Federal Agencies – On Airport |  |  |
| Federal Agencies – Regional |  |  |
| Municipalities |  |  |
| Mutual Aid Partners |  |  |